

Remit Address:
WBAY
PO Box 743299
Atlanta, GA 30384
Main: (920) 432-3331
Billing:

Billing Address:

Strategic Media Services Attention: Accounts Payable 1911 North Fort Myer Drive Suite 400 Arlington, VA 22209 USA

Advertiser	POL/Gallagher for Wisconsin
Product	GALLAGHER FOR WISC
Estimate Number	1760

Invoice #	936659-1
Invoice Date	09/25/16
Invoice Month	September 2016
Invoice Period	08/29/16 - 09/25/16

Property	WBAY	
Account Executive	HRP Philadelphia	
Sales Office	HRP/Philadelphia	
Sales Region	National	

Order #	936659
Alt Order #	08380614
Deal #	
Order Flight	09/21/16 - 09/26/16

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Agency Code	9912521
Advertiser Code	94
Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WBAY	Action 2 News 10pm	10-1035p					-	_		
					6 to 09/25/16	1x	1				
	WBAY			F	09/23/16	:30	10:24 PM	MGTV091901H	\$800.00		1
2	WBAY	Action 2 News 12n	12-1230p								
					6 to 09/25/16	1x	1				
	WBAY			F	09/23/16	:30	12:26 PM	MGTV091901H	\$225.00		1
3	WBAY	Dr Phil	3-4p								
					6 to 09/25/16	1x	1				
	WBAY			F	09/23/16	:30	3:47 PM	MGTV091901H	\$120.00		1
4	WBAY	Action 2 News 4pm	4-430p								
					6 to 09/25/16	1x	1				
	WBAY			F	09/23/16	:30	4:16 PM	MGTV091901H	\$210.00		1
5	WBAY	Inside Edition	430-5p								
					6 to 09/25/16	1x	1				
	WBAY			F	09/23/16	:30	4:45 PM	MGTV091901H	\$175.00		1
6	WBAY	Action 2 News 5pm	5-530p				_				
	14/5 41/				6 to 09/25/16	1x	1		***		
_	WBAY			F	09/23/16	:30	5:24 PM	MGTV091901H	\$685.00		1
7	WBAY	Action 2 News 6pm	6-630p				_				
	\A\D A\/				6 to 09/25/16	1x	1		ф 7 50 00		
_	WBAY	0114 7		F	09/23/16	:30	6:26 PM	MGTV091901H	\$750.00		1
8	WBAY	GMA 7a	7-8a	00/40/40	00/05/40		4				
	WBAY			09/19/16 F	6 to 09/25/16	1x :30	1	MCT (001001)	\$500.00		
•		OMA 0-	0.0-	Г	09/23/16	.30	7:25 AM	MGTV091901H	φου.υι		ı
9	WBAY	GMA 8a	8-9a	00/10/10	24- 00/05/10	4	1				
	WBAY			09/19/16 F	6 to 09/25/16 09/23/16	1x :30	8:48 AM	MGTV091901H	\$280.00	<u> </u>	4
00		Co Action O Nove Late	Co Antion O Nover L	•	09/23/16	.30	6.48 AIVI	MG1A03TA0TH	\$280.00	1	ı
20	WBAY	Sa Action 2 News Late run	Sa Action 2 News La	а							



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
20	WBAY	Sa Action 2 News Late run	Sa Action 2 News La	1	_		_				
				09/19/16 to	09/25/16	1x	1-				
	WBAY			Sa	09/24/16	:30	11:01 PM	MGTV091901H	\$230.00		1
21	WBAY	ABC College Ftbl Game 1	ABC College Ftbl Ga	l							
				09/19/16 to		1x	1-				
	WBAY			Sa	09/24/16	:30	1:54 PM	MGTV091901H	\$230.00		1
22	WBAY	ABC College Ftbl Game 2	ABC College Ftbl Ga	1							
				09/19/16 to		1x	1-				
	WBAY			Sa	09/24/16	:30	4:30 PM	MGTV091901H	\$325.00		1
23	WBAY	Action 2 News Sat 6pm	6-630p								
	=			09/19/16 to		1x	1-				
	WBAY			Sa	09/24/16	:30	6:19 PM	MGTV091901H	\$340.00		1
24	WBAY	Action 2 News Sat 6am	6-7a								
	14/5 41/			09/19/16 to		1x	1-				
	WBAY			Sa	09/24/16	:30	6:54 AM	MGTV091901H	\$140.00		1
25	WBAY	ABC College Footbll Prime	ABC College Footbil		00/05/40		_				
	\A/D A\/			09/19/16 to		1x	1-		#005.00		
	WBAY	0114.0		Sa	09/24/16	:30	8:56 PM	MGTV091901H	\$325.00		1
26	WBAY	GMA Sa	7-8a	00/40/404	00/05/40		1				
	WBAY			09/19/16 to	09/25/16	1x :30	7:29 AM	MGTV091901H	ΦΕΩΩ ΩΩ		
07	WBAY	Action 2 News Sat 8am	8-9a	Sa	09/24/16	.30	7.29 AIVI	MGIVU919U1H	\$500.00		I
27	WBAY	Action 2 News Sat 8am	8-9a	09/19/16 to	00/05/10	4	1-				
	WBAY			Sa Sa	09/25/16	1x :30	8:58 AM	MGTV091901H	\$205.00		
28	WBAY	Action 2 Nouse Cun 10nm	10-1035p	Sa	09/24/10	.50	0.30 AW	MGIVU91901H	φ203.00		ı
20	WDAT	Action 2 News Sun 10pm	10-1035h	09/19/16 to	00/25/16	1x	1				
	WBAY			Su 59/19/16 to	09/25/16	:30	10:30 PM	MGTV091901H	\$490.00		1
20	WBAY	Action 2 News Sun 530pm	530-6p	Ju	03/23/10	.30	10.30 F 101	1 VU 3 I 3 U I I	φ430.00		I
29	WDAI	Action 2 News Juli 330pm	230-oh								



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
29	WBAY	Action 2 News Sun 530pm	530-6p	•	•		•	•	<u>'</u>	•	•
					6 to 09/25/16	1x	1				
	WBAY			Su	09/25/16	:30	5:47 PM	MGTV091901H	\$440.00		1
30	WBAY	GMA Su	7-8a								
					6 to 09/25/16	1x	1				
	WBAY			Su	09/25/16	:30	7:45 AM	MGTV091901H	\$280.00		1
31	WBAY	Action 2 News Sun 8am	8-9a								
	=				to 09/25/16	1x	1		*		<u> </u>
	WBAY			Su	09/25/16	:30	8:16 AM	MGTV091901H	\$175.00)	1
32	WBAY	This Week	9-10a								
					6 to 09/25/16	1x	1		* • • • • • • • • • • • • • • • • • • •		
	WBAY			Su	09/25/16	:30	9:57 AM	MGTV091901H	\$180.00)	1
33	WBAY	Action 2 News 10pm	10-1035p				_				
	M/D AN/				3 to 09/25/16	1x	<u>1</u>		#		
	WBAY			Th	09/22/16	:30	10:11 PM	MGTV091901H	\$800.00)	1
34	WBAY	Action 2 News 12n	12-1230p	00/40/4	0 t - 00/05/40	4	1				
	WBAY			<u>09/19/16</u> Th	09/25/16 09/22/16	1x :30	1	MGTV091901H	\$225.00		
0.5		Dr Phil	0.4	111	09/22/16	.30	12:18 PM	MGIVU91901H	\$225.00	•	I
35	WBAY	Dr Phil	3-4p	00/10/10	S to 00/05/10	4	1				
	WBAY			Th	09/25/16 09/22/16	1x :30	3:30 PM	MGTV091901H	\$120.00		1
36	WBAY	Action 2 News 4pm	4-430p	111	03/22/10	.50	3.30 T W	MGTVOJIJOIN	Ψ120.00	,	'
30	WDAI	Action 2 News 4pm	4-430p	00/10/16	6 to 09/25/16	1x	1				
	WBAY			Th	09/22/16	:30	4:10 PM	MGTV091901H	\$210.00		1
37	WBAY	Inside Edition	430-5p	•••	00/22/10	.00	4.101 W	Marvosisoin	Ψ210.00	•	•
<i>31</i>	WUAI	made Lutton	-00-0h	09/19/16	6 to 09/25/16	1x	1				
	WBAY			Th	09/22/16	:30	4:50 PM	MGTV091901H	\$175.00	1	1
38	WBAY	Action 2 News 5pm	5-530p		22 70				4.70.00		·



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38	WBAY	Action 2 News 5pm	5-530p		•	•	•	•			
					to 09/25/16	1x	1				
	WBAY			Th	09/22/16	:30	5:25 PM	MGTV091901H	\$685.00		1
39	WBAY	GMA 7a	7-8a								
					to 09/25/16	1x	1				
	WBAY			Th	09/22/16	:30	7:24 AM	MGTV091901H	\$500.00		1
40	WBAY	GMA 8a	8-9a								
					to 09/25/16	1x	1				
	WBAY			Th	09/22/16	:30	8:46 AM	MGTV091901H	\$280.00		1
41	WBAY	Action 2 News 10pm	10-1035p								
					to 09/25/16	1x	1		• • • • • • • • • • • • • • • • • • • •		
	WBAY			W	09/21/16	:30	10:31 PM	MGTV091901H	\$800.00		1
42	WBAY	Action 2 News 12n	12-1230p								
	14/5 41/				to 09/25/16	1x	1		****		
	WBAY			W	09/21/16	:30	12:18 PM	MGTV091901H	\$225.00		1
43	WBAY	Dr Phil	3-4p	20110110		_	4				
	MDAM			09/19/16 W	to 09/25/16	1x	1	MCT (001001)	¢4.00.00		4
	WBAY	Astism Oblama Amas	4 400	VV	09/21/16	:30	3:26 PM	MGTV091901H	\$120.00		I
44	WBAY	Action 2 News 4pm	4-430p	00/40/40	+- 00/05/40	4	1				
	WBAY			<u>09/19/16</u> W	to 09/25/16 09/21/16	1x :30	4:18 PM	MGTV091901H	\$210.00		
45	WBAY	Inside Edition	420 Em	VV	09/21/16	.30	4.10 FIVI	MGIAOSTAOTH	φ210.00		1
40	WDAT	inside Edition	430-5p	00/10/16	to 09/25/16	1x	1				
	WBAY			W	09/21/16	:30	4:51 PM	MGTV091901H	\$175.00		1
46	WBAY	Action 2 News 5pm	5-530p	VV	03/21/10	.50	4.51110	MGTVUSISOIH	ψ175.00		'
70	WDAT	Action 2 News 5pm	3-330p	00/10/16	to 09/25/16	1x	1				
	WBAY			W	09/21/16	:30	5:25 PM	MGTV091901H	\$685.00		1
47	WBAY	Action 2 News 6pm	6-630p	**	00/21/10	.00	J.2J 1 W	MG1 VOJIJOIN	ψοου.00		'
41	WDAI	Action 2 News Opin	0-030p								



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47	WBAY	Action 2 News 6pm	6-630p								
				09/19/16 to	09/25/16	1x	1				
	WBAY			W	09/21/16	:30	6:27 PM	MGTV091901H	\$750.00		1
48	WBAY	GMA 8a	8-9a								
				09/19/16 to 09/25/16		1x	1				
	WBAY			W	09/21/16	:00			\$280.00	See MG 48.2,48.3,48.4	1
	WBAY	ET	1205-1235am	F	09/23/16	:30	12:33 AM	MGTV091901H	\$10.00	MG for 48.1 09/21	4
		Ai	red Spots	38							

<u>Gross Total</u> \$13,575.00

Agency Commission \$2,036.25

Net Amount Due \$11,538.75 Payment Terms 30 Days